

ABSTRACT

In a measuring method for determining values of viscosity coefficients of a liquid crystal by fitting Ericksen-Leslie theoretical values to measured response characteristics, in the first step, ON response characteristics of a liquid crystal cell 10 with homogeneous alignment are initially measured, and a value of a rotational viscosity coefficient γ_1 is determined from the measured ON response characteristics. Then, in the second step, OFF response characteristics are measured, and values of Miesovicz shear viscosity coefficients η_1 and η_2 are determined from the measured OFF response characteristics. In the calculation in the first step, the viscosity coefficients other than γ_1 are assigned general values. In the calculation in the second step, γ_1 is assigned the value determined in the first step.